



We Provide the Ride

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MEDIA RELEASE

QBP Donates \$10,000 to Ogden Bicycle Collective in Utah

QBP is donating \$10,000 to the Ogden Bicycle Collective, a nonprofit organization that promotes bicycles for transportation and recreation. QBP, which is opening a new distribution center in Ogden, Utah in Spring 2010, has a long record of advocating for bike-related causes.

Currently led by volunteers, the Ogden Bicycle Collective will use the QBP donation and matching funds from the Utah Conservation Corp and Utah State University to hire a full-time administrator. This official will find resources, develop programs and oversee the Collective's growth for the next 10 months. The Ogden Bicycle Collective is closely affiliated with Salt Lake Bicycle Collective in Salt Lake City.

"The donation from QBP will have a huge impact," said Josh Jones, an Ogden city staffer and volunteer who helped launch the Collective. "We have a storefront location, we have lots of bikes and parts, and we have volunteers who can teach people how to fix bikes. What we really need, though, is a person who can put all the pieces together and manage the organization. The money from QBP will help us do exactly that." He added that the new resources will let the Collective maintain consistent hours of operation and a stable business presence in the community.

Using funds from QBP and other sources, the Collective will launch an ambitious slate of initiatives. Partnering with Weber State University and Ogden City, they will establish a community bike-lending program modeled after the Fort Collins Bike Library in Colorado. The Collective will also establish a local chapter of Trips for Kids, a national organization that enrolls at-risk youth in bicycling through mountain-bike rides, Earn-A-Bike programs and other incentives. Additionally, the Collective will offer bike safety training.

"Wherever we have employees and a presence in a community, we want to be part of the bicycle culture and give back to the community," said Steve Flagg, president and founder of QBP. "The Ogden Bicycle Collective not only leverages our donation but also adds a Trips for Kids chapter in an area that has not had one."



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About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. Carrying more than 30,000 SKUs from 450 vendors, QBP offers domestic and international retailers a wide array of products and services including a 1,700-page catalog; an online ordering system; a merchandising and store-design program; a renowned custom-wheel service; a specialty bike-building program and more. The company owns five bike brands including All City, Civia, Salsa Cycles and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgium manufacturer of road, mountain and cyclocross bikes. Through its Q-Active division, the company distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates from a Gold-level LEED-certified distribution center and office complex. For more information, please contact Jo Wright, director of marketing at 952 - 941-9391, or visit: www.QBP.com.